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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/850,073	05/07/2001	Steven Todd	2455-4621	9787

26652 7590 05/18/2006

AT&T CORP.  
ROOM 2A207  
ONE AT&T WAY  
BEDMINSTER, NJ 07921

EXAMINER

RHODE JR, ROBERT E

ART UNIT	PAPER NUMBER
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3625

DATE MAILED: 05/18/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)	
	09/850,073	TODD, STEVEN	
	Examiner	Art Unit	
	Rob Rhode	3625	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 01 June 0223.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 27, 28, 31 – 32 and 34 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 27, 28, 31 – 32 and 34 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## **DETAILED ACTION**

### ***Response to Amendment***

Applicant amendment of 2-23-06 amended the specification and claims 27 and 31 and canceled claims 1 – 26 and 33 as well as traversed rejections of Claims 27, 28, 31 – 32 and 34.

Currently, claims 27, 28, 31 – 32 and 34 are pending.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 27, 28, 31 – 32 and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Parsons (US 6,871,214 B2) in view of Joyce (US 5,546,455)**

Regarding claim 27, Parsons teaches a device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

a memory medium containing executable program instructions which, when executed by a processor, provide:

a system settings module, the system settings module permitting the salesperson to define at least one target and to associate with at least one customer in a plurality of on-line communication channels between the salesperson and customer associated with the salesperson, channel monitor, the channel monitor enabling the on-line communication channels between the salesperson and the customer, the channel monitor analyzing the content of communications on the on-line communication channels communications with the customer associated with the salesperson and that include content matching with communications containing the at least one target defined by the salesperson, the channel monitor generating notifications to the salesperson for the communications containing the at least one target (see at least Abstract, Col 5, lines 41 – 61 and Col 6, lines 19 – 22 and Figure 1).

Please note that Parsons does not specifically disclose a salesperson or customer. However, Parsons does disclose CRM. In that regard, it was old and well known that CRM applications include a salesperson and a customer. Thereby, it would have been obvious to one of ordinary skill to extend Parsons with sales person and customer – in order to include these in the Customer Relationship Management (CRM) capability.

While it is implicit with Parsons that a sales person once notified would query the alerting device in order to obtain more information especially regarding a CRM event, Parsons does not specifically disclose or teach device with a report generator, the report generator receiving a query from the salesperson and reporting a notification

history relating to communications containing the at least one target defined by the salesperson and matching parameters of the query.

On the other hand and in the same area of CRM applications, Joyce teaches a device with a report generator, the report generator receiving a query from the salesperson and reporting a notification history relating to communications containing the at least one target defined by the salesperson and matching parameters of the query (see at least Abstract, Col 2, lines 43 – 47 and Col 3, lines 59 – 65).

It would have been obvious to one of ordinary skill to have provided the device of Parsons with the device of Joyce to have enabled a report generator, the report generator receiving a query from the salesperson and reporting ones of the communications matching of parameters of the query. Parsons discloses a device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising: a memory medium containing executable program instructions which, when executed by a processor, provide: a system settings module, the system settings module permitting the salesperson to define at least one target and to associate with at least one customer in a plurality of on-line communication channels between the salesperson and customer associated with the salesperson, channel monitor, the channel monitor enabling the on-line communication channels between the salesperson and the customer, the channel monitor analyzing the content of communications on the on-line communication channels communications

Art Unit: 3625

channels communications with the customer associated with the salesperson and that include content matching with communications containing the at least one target defined by the salesperson, the channel monitor generating notifications to the salesperson for the communications containing the at least one target (see at least Abstract, Col 5, lines 41 – 61 and Col 6, lines 19 – 22 and Figure 1). In turn, Joyce discloses a report generator, the report generator receiving a query from the salesperson and reporting ones of the communications matching of parameters of the query (Col 2, lines 44 – 47 and Col 3, lines 60 – 65). Therefore, one of ordinary skill would have been motivated to extend the device of Parsons with a report generator, the report generator receiving a query from the salesperson and reporting ones of the communications matching of parameters of the query. In this manner, the individual alerted can obtain additional information as required and thereby ensure all required information related to the alert has been obtained. Thereby, the sales person can access for additional customer information before following up on the provided CRM event.

Regarding claim 28, Joyce teaches a device further comprising an first authorization unit, the authorization unit requesting sales person information prior to permitting access to the system settings module or the report generator (Abstract and Col 4, lines 57 – 59).

Art Unit: 3625

Regarding claim 31, Parsons teaches a device wherein the on-line communication channel is a public on-line communication channel or a restricted on-line communication channel (Figure 1).

Regarding claim 32, Parsons teaches a device wherein the communication is between the customer and a representative of the employer or the customer and a customer peer (Abstract and Figure 1).

Regarding claim 34, Parsons teaches a device wherein target items comprise alphanumeric characters, alphanumeric strings, emoticons, names of product offerings or codes (Col 5, line 50).

### ***Response to Arguments***

Applicant's arguments with respect to claims 27, 28 and 31 - 34 have been considered but are moot in view of the new ground(s) of rejection.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The prior art is "Vineyardsoft Corporation Expands Alert Messaging Technology to Include Automated Response Actions"; Business/Technology Editors; Business Wire; New York; May 16, 2000 and captured screen shots of Vineyardsoft.com web pages obtained via archive.org, which disclose CRM that

includes sales people and customers and "Aspect Communications Unveils First in Series of Wireless Applications; Wireless Initiatives Extend Multichannel Contact Center Offerings for Live- Self-Service to MobileDevices, Business Editors and High Tech Writers, Business Wire; Apr 17, 2001, which also discloses CRM with sales and customers as well as "NEON Systems and Nortel Networks to Deliver Integrated CRM Solutions; PR Newswire; Aug. 21, 2000, which discloses CRM and passwords.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action..



Art Unit: 3625

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **571.272.6761**.

The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeff Smith** can be reached on **571.272.6763**.

Any response to this action should be mailed to:

***Commissioner for Patents***

***P.O. Box 1450***

**Alexandria, Va. 22313-1450**

or faxed to:

**571-273-8300**

[Official communications; including  
After Final communications labeled  
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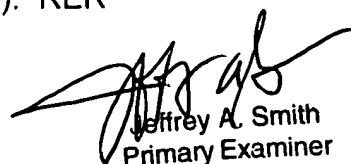
For general questions the receptionist can be reached at

**571.272.3600**

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Jeffrey A. Smith  
Primary Examiner